

## ABSTRACT

The present invention makes viewers surely view commercial programs.

When a commercial program is broadcasted and displayed on a display (7A), a viewer is requested a response. The viewer operates a prescribed key in the ten key (32) of a remote controller (31) for response. If the viewer responds to the response request of the commercial program, points are added to a smart card (10). The viewer can view a pay program using the points recorded in the smart card (10).